DOCUMENT RESUME

ED 075 188 SE 015 390

TITLE	Tune In, Drug Abuse News for Broadcasters About Broadcasting.
INSTITUTION	National Inst. of Mental Health, Rockville, Md. National Clearinghouse for Drug Abuse Information.
PUB DATE	Dec 72
NOTE	8p.
EDRS PRICE	MF-$0.65 HC-$3.29
DESCRIPTORS	*Audiovisual Aids; *Drug Education; *Educational Programs; Educational Resources; *Instructional Materials; *Newsletters; Reference Materials

ABSTRACT

This is a newsletter for broadcasters, describing drug abuse education campaigns and evaluating radio and television broadcast materials. It is distributed to approximately 5,600 radio and television stations through the cooperation of the National Association of Broadcasters, and is effected through the facilities of the Department of Health, Education, and Welfare. This issue contains summaries of two drug education programs--one entitled "Alternatives" aired over KTTV Television in Los Angeles, California, and the second entitled "Discover Drugs," a week-long public information campaign conducted over WRMU-FM at Mount Alliance College in Alliance, Ohio. The remainder of the issue contains an evaluative listing of various films, tapes, records, etc. on the topic of drugs. Each entry contains a complete listing concerning the source, availability, cost of rental, audience, etc., followed by a summary of the content, scientific observations, evaluative comments, and suggestions for use. The reviews of the broadcast materials presented are the work of an independent panel representing a broad range of professions and opinions related to drugs and drug use. Copies of "Tune In" are available from the National Clearinghouse for Drug Abuse Information at 5600 Fishers Lane, Rockville, Maryland 20852. (IK)

ED 075188

DECEMBER 1972

TUNE IN

NATIONAL CLEARINGHOUSE FOR DRUG ABUSE INFORMATION

DRUG ABUSE NEWS FOR BROADCASTERS/ABOUT BROADCASTING

"There is no priority higher in this Administration than to see that children, and the public, learn about drugs in the right way and for the right purpose through education."
Richard Nixon

KTTV, LOS ANGELES — "ALTERNATIVES"

KTTV Television in Los Angeles has been airing a bi-weekly half-hour program entitled "Alternatives" since June, 1970. KTTV ran studies to determine how television might best be used to counteract drug abuse, and concluded that a basic problem area is why people take drugs. In the belief that information on pharmacological aspects of drugs has little or no meaning to young people, KTTV developed a program that probes human feelings.

"Alternatives" consists of open discussion of human experience by a pre-selected group of teenage men and women. The emphasis is on feelings which cause emotional pressure and the goal is to help people find alternative means of coping. Taping sessions run two hours and are tightly edited to a fast-paced half-hour program. Programs are transferred to film for use in high school classrooms.

KTTV has produced a two-hour session of "Alternatives" to be aired as a special entitled "Will Someone Listen to Me...Please!" The program includes twelve "instant hotlines," which are made available for use by viewers during the broadcast.

KTTV will offer its assistance to other stations interested in initiating their own

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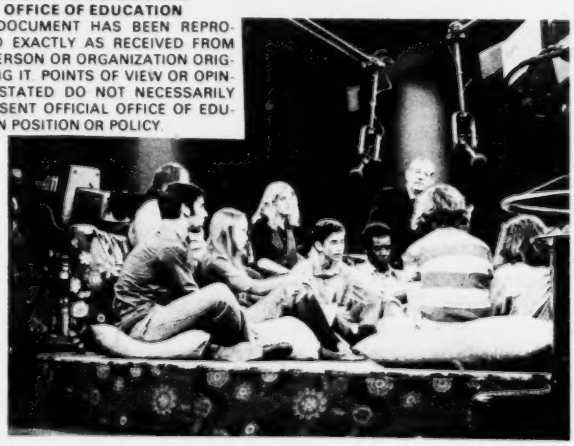

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"DISCOVER DRUGS" CAMPAIGN, OHIO

"Discover Drugs" was a week-long public information campaign on drug-related issues that came about as a result of a term paper in advertising. Roger A. Bantley, then Director of WRMU-FM at Mount Alliance College in Alliance, Ohio, wrote the paper with the thought that non-commercial, educational radio is suited to devising and presenting such a program. As a result of a growing drug problem in the geographical area and almost complete ignorance of any aspect of drugs, he chose to develop a plan for "advertising" drug issues which was subsequently aired on WRMU in the spring of 1972.

The program was presented Monday through Friday for 4-1/2 hours each evening. It was aimed at a general audience with the goal of developing awareness of social problems arising from the spread of drug abuse. The broadcasting was structured so that people could listen to segments according to their interest.

"Discover Drugs" consisted of four different programs each evening. The first program was entitled "Drugs: The Music of An Era" and consisted of local music programs based on drugs. This was followed by "Drugs: The Search for Understanding," which consisted of general interest discussion on drugs. Following this was "Drugs: The Issues on Trial," a series of nationally produced programs studying legal and sociological aspects of drugs. The evening concluded with locally produced discussion programs with community leaders entitled "Drugs: The Local Scene." This programming was followed throughout the week with different topical issues presented each night.

The week's broadcasts were preceded by two weeks of advertising aimed at creating awareness of the drug problem and stirring interest in the radio presentations. The campaign consisted of in-school, outdoor, direct mail, newspaper, radio, and television advertising.

Further information can be obtained from the Program Director, WRMU-FM, Mount Union College, Alliance, Ohio 44601.

FILMED FROM BEST AVAILABLE COPY

EVALUATION: NOBODY BUT YOURSELF

TITLE:	Nobody But Yourself
MEDIUM:	16 mm color film
DETAILS:	Viewed 2 programs, No. 1 and No. 3, 20 minutes each
PRODUCER:	WQED TV, Pittsburgh, Pennsylvania
YEAR:	1971
AUDIENCE:	High School Students
PUBLIC SERVICE PROGRAM?	Yes
RESTRICTIONS:	None
COST:	$15.00 audio-visual rights for each film
SOURCE:	Great Plains National Instructional Television Library, University of Nebraska, Lincoln, Nebraska 68508

SUMMARY: The panel viewed two programs in this 20-minute series.

No. 1. This program opens with changing geometric patterns against a background narration describing man's constant search for himself, which has sometimes led him to experiment with drugs. The narrator points out that the decision to use or abuse drugs rests with the individual. The narrator then comes on-screen to discuss the properties and dangers of drugs. The discussion is interspersed with personal experiences of addicts. The film ends with the statement, "You are special, unique, nobody but yourself. Many people are layer upon layer all waiting to be developed to nobody but yourself."

No. 3. This program is in four segments. In the first portion a finger-puppet interviews another puppet on "feelings of hate." The second segment portrays teenagers in realistic daily situations as they are asked such questions as, "How well do you know your friends?", and "Is there a hidden mysterious you beneath the surface?" The third segment presents a teenage encounter session in which non-verbal exercises are used to relate to the development of subcultures, the importance of helping one another, and feelings of loneliness. The last segment shows a foot and a hand involved in a dialogue which demonstrates an aspect of friendship.

TUNE IN

A newsletter for broadcasters, describing drug abuse education campaigns and evaluating radio and television broadcast materials. Information about new campaigns and materials is welcomed.

Tune In is published by the National Clearinghouse for Drug Abuse Information (NIMH) on behalf of the Special Action Office for Drug Abuse Prevention and the Federal agencies engaged in drug abuse education programs.

Acting Program Director, NCDAI	Jean McMillen
Tune In Editor	Richard Sackett
Contributors	Marc Burgett Nancy Levine

SCIENTIFIC EVALUATION:

No. 1. The film speaks of brain damage and chromosome damage as a result of LSD use. This has not been proved to be true. Another inaccuracy is the statement that neurosis develops from use of amphetamines. The film also fails to distinguish a "pot-head" from an occasional user of marihuana and implies a progression theory from marihuana to harder drugs, which is not a proven fact.

No. 3. This program deals with psychological reactions and does not present scientific pharmacological data.

OTHER COMMENTS/SUGGESTIONS FOR USE:

No. 1. The introductory animation is excellent and the narration is lively. The film is fairly well paced and manages to hold the interest of the viewer most of the time. However, the "authority on drugs" is not identified and thus lacks credibility. He is pedantic and authoritarian, and young people would probably not relate to his presentation. The film also projects stereotyped figures of drug abusers, especially the black addict.

No. 3. This program does not succeed very well in its aim of demonstrating peer-group pressure. The animated introduction and the sound are very good, but the major portion of the program is dull and boring; it is felt that young people could not relate to it. Some members of the panel feel that the program's teaching method is inapplicable to drug education.

EVALUATION: BECAUSE WE CARE

TITLE: Because We Care

MEDIUM: 16 mm color film

DETAILS: 1-hour portion of a 2-day encounter group

PRODUCER: WQED TV, Pittsburgh, Pennsylvania

YEAR: 1971

AUDIENCE: Teachers

PUBLIC SERVICE PROGRAM? Yes

RESTRICTIONS: None

COST: $15.00 for 1/2 hour

SOURCE: Great Plains National Instructional Television Library
University of Nebraska
Lincoln, Nebraska 68508

SUMMARY: The panel viewed Program No. 4 in this series. The film, which is intended for teacher education, uses role-playing techniques. The moderator engages teachers and graduate students in a hypothetical situation revolving around a 10th grade student who announces he is smoking pot. The focus of the discussion is on alternatives to drug use and ways that educators can get insights into marihuana use. The interaction of the group members reflects the need for developing skills of communication. According to the moderator, the purpose of the film is to crystallize the role of the teacher in drug education, to analyze what has been done, and to reflect on the arguments presented.

SCIENTIFIC EVALUATION: There is no criticism of the scientific content of this program. The ideas presented are given as opinions of the participants.

OTHER COMMENTS/SUGGESTIONS FOR USE: Panelists feel that this program fails to accomplish its projected goals. It is regarded as a particularly boring presentation, the content is uninformative, and the production is poor.

EVALUATION: INNER CITY RADIO SPOTS

TITLE: NIMH Inner City Radio Spots

MEDIUM: 7-1/2 ips radio tape

DETAILS: 2 spots, 30 seconds and 60 seconds long

YEAR: 1971

AUDIENCE: Black, inner city urban population

PUBLIC SERVICE PROGRAM? Yes

RESTRICTIONS: None

COST: None

SOURCE: National Audiovisual Center (GSA),
Washington, D. C. 20409

SUMMARY: The panel listened to both of the spots, which were produced for the black urban population. The first announcement uses a chanting narration against a rhythmic beat. The message conveyed is the humanity of man as opposed to the slavery of dope. The second program involves two blacks. One is trying to convince the other to stop taking dope by relating his own experiences that led him to stop using drugs. He asks, "How can you get your people together when you're a slave who reinforces his own slavery?"

SCIENTIFIC EVALUATION: There is little scientific content in these spots. The information presented is accurate.

OTHER COMMENTS/SUGGESTIONS FOR USE: Both programs use stereotypes of the way black people think and talk. The first program uses a hard sell approach, which is usually ineffective. The second program is one that the black community could identify with. It does not have an authoritarian tone, and the "slavery" message in this spot is good.

(Continued from Page 1, Column 1)

"Alternatives" program, and has a brochure describing the background and procedures for organizing the program. Further information can be obtained from Janet Fede, Director of Promotion and Creative Services, KTTV, Channel 11, 5476 Sunset Blvd., Hollywood, California 90028.

EVALUATION: THE DRUG PROBLEM PROBLEM

TITLE:	The Drug Problem Problem
MEDIUM:	Videotape
DETAILS:	5 half hour shows in black and white
PRODUCER:	John James, WHA-TV
YEAR:	1971
AUDIENCE:	General
PUBLIC SERVICE PROGRAM?	Yes
RESTRICTIONS:	Any station broadcasting would have to have drug counselors covering phones
COST:	Shipping expense
SOURCE:	Rod Thole, Station Manager WHA-TV 3313 University Avenue Madison, Wisconsin 53705

SUMMARY: This program consists of five 1/2-hour tapes taken from an actual 3-hour counseling session with a family who was experiencing a drug problem. In their sessions with the psychiatrist and psychologist, a teenager (Bill) and his parents (Jerry and Norma) begin openly to share their feelings as they discuss such things as differences in values, communication, and difficulty in expressing feelings and emotions.

In the fifth program of the series, Bill and his parents discuss how their judgments can act to complicate or intensify more important issues. As they proceed in their discussion, Jerry says the hurt that's hardest to get over is the fact that Bill won't accept his values. He comes to realize that Bill feels the same way about his own values in relation to him.

At another point, when Bill describes what his reactions and feelings would be if he found that his younger brothers were using drugs, it becomes apparent that his attitude is not very different from the one his father has displayed toward him.

At the end of the program, Jerry identifies both the problem and the value of the session for him and for other families who might be helped in the same way. He talks about communication and the difficulty people have in bringing a drug problem out in the open. He says, "There are so many times when you want to talk and can't get the door open. When something gives you a chance to get the door open--it's great. You just want to keep it going." After the program, families who are experiencing a drug problem are given an opportunity to call a panel of professional people for answers to their questions.

SCIENTIFIC EVALUATION: The program does not discuss individual drugs and their properties. When Bill discusses his reasons for trying drugs, he does not mention the specific drugs that he has used but approaches the topic from the standpoint of general motivations and experiences. The emphasis is on the psychological and emotional aspects of the problem rather than scientific data in the pharmacological sense.

OTHER COMMENTS/SUGGESTIONS FOR USE: This program has to be evaluated in terms of what it is attempting to accomplish. The two goals are awareness and motivation. By helping people to recognize and admit to problems that exist within themselves and their own families and offering some means of assurance for dealing with the situation, the programs will activate more families to seek help to remove the blocks that are creating the controversies. It is an effective device for this purpose. It operates on the theory that drug abuse cannot be alleviated until the underlying problems that exist within people are resolved.

The actual reality of the counseling process is both an asset and a detriment. In terms of the goals of the program, however, the reality has to be viewed as a positive factor. Even though the family members, especially Norma, are more tense and formal because of the presence of TV cameras and the pace is sometimes slow, the authenticity of the interaction and the genuine display of emotion outweighs the elements which might be corrected in a staged production. Because of time limitations and the nature of the program, some important issues are given superficial treatment instead of being developed to a deeper conclusion.

The panel feels that parents will derive more benefits from this program than teenagers. It is necessary to have a panel of professionals available for questions in local areas where these programs are shown. The program would have only limited value if it did not direct troubled families and individuals to the professional guidance that might help them. Use of TV in this way can be interesting and effective.

NEW YORK STATE RADIO/TV PSA'S

The radio/TV unit of NACC's office of communications produces public service announcements about drug abuse and distributes them periodically to New York's 227 radio and television stations. In 1971, 45 radio spot announcements and six TV spots were produced and released.

CBS has also used some of NACC's material; it is estimated that taped interviews with ex-addicts produced by NACC reached a radio audience of 35 million in a three-month period of 1971. NACC has also cooperated with Public Broadcasting Service by supplying radio messages for a drug series, "The Turned On Crisis."

In addition to distributing information on narcotic drugs, NACC attempts to educate the public about over-the-counter and prescription drugs. Further information may be obtained by contacting Randy English, Radio/TV Bureau, Narcotic Addiction Control Commission, Executive Park South, Albany, New York 12203.

WHERE TO GET MATERIALS

To obtain materials evaluated in Tune In, please refer to the SOURCE category listed under each item evaluated. In the case of descriptive articles, a source of further information is always mentioned in the last paragraph.

The National Clearinghouse for Drug Abuse Information serves only as a source of information on broadcast items and campaigns, and regretfully cannot supply the materials themselves. However, copies of Tune In are available from the Clearinghouse at 5600 Fishers Lane, Rockville, Maryland 20852.

DISTRIBUTION OF TUNE IN

Tune In is distributed to approximately 5,600 radio and television stations through the cooperation of the National Association of Broadcasters. Charles M. Stone, Vice-President for Radio, NAB, is responsible for coordination of this effort to reach not only NAB members but all licensed stations. Educational stations are reached through the cooperation of the National Association of Educational Broadcasters, and distribution is effected through the facilities of the Department of Health, Education, and Welfare.

EVALUATION: LEXINGTON DRUG HOSPITAL INTERVIEWS

TITLE:	Lexington Drug Hospital Interviews
MEDIUM:	Video-high band tape
DETAILS:	Various lengths, color
PRODUCER:	WLOS-TV Promotion and Production Departments
YEAR:	1969
AUDIENCE:	General
PUBLIC SERVICE PROGRAM?	Yes
RESTRICTIONS:	None
COST:	Blank tape must be supplied
SOURCE:	WLOS-TV 288 Macon Avenue Asheville, North Carolina

SUMMARY: These programs use the commentary of drug addicts at a rehabilitation center in Lexington, Kentucky to persuade people not to use drugs. Some of the spots open with a picture of the institution accompanied by a narrator's voice in the background stating, "This could be a free start or a dead end," or "This facility could be a college dormitory....but it isn't; it's a home for drug addicts." Others open with several young people singing and playing guitars. At the end of their performance, the narrator makes a statement about what these young people could do, such as begin musical careers or go professional. Then he adds, "But they're drug addicts." The addicts then offer some testimony of their lives. They speak about such things as running away from a problem instead of working it out; losing interest in music after taking drugs; and the importance of one's life.

SCIENTIFIC EVALUATION: Very little scientific information is presented in these spots. The information relates to feelings and life experience.

OTHER COMMENTS/SUGGESTIONS FOR USE: Poor production techniques, bad scripts and melodramatic presentations make this series ineffective for any audience. The discussions by the addicts lack sincerity and human feeling. The tone and content of the narrator's comments create a negative, depressing atmosphere. It leaves the feeling that rehabilitation efforts are hopeless.

EVALUATION: TURN ON TO DRUG FACTS

TITLE:	Turn on to Drug Facts, for radio
MEDIUM:	7-1/2 ips tape
DETAILS:	130 two-minute programs
PRODUCER:	Radio Features Daily
YEAR:	1971-1972
AUDIENCE:	General
PUBLIC SERVICE PROGRAM?	Yes
RESTRICTIONS:	None
COST:	Approximately $200 per series. Slightly higher for major markets
SOURCE:	Radio Features Daily P.O. Box 333 New Haven, Connecticut 06502 (203) 281-1055

SUMMARY: This is the first of two series of sixty-five, two-minute "programs" which consist mostly of a question posed by a narrator and answered by Herbert D. Kleber, M.D., who is Director of the Drug Dependence Unit at the Connecticut Mental Health Center in New Haven. Subjects cover a broad range of drug information, from questions on pharmacological properties of specific drugs to Dr. Kleber's opinions on what makes for good drug education.

SCIENTIFIC OBSERVATIONS: The information is factual, for the most part. A few panelists feel Dr. Kleber presents some opinions as facts or overgeneralizes on several of his responses. He describes drug effects without stressing adequately, some feel, that responses to a drug are always individualized. Dr. Kleber's statement about marihuana producing a "carefree state," his definition of "addiction' which he does not limit to opiate drugs, and a reference to brain and kidney damage resulting from the combined use of barbiturates and alcohol brought varied reactions from panelists.

SUGGESTIONS FOR USE: Because Dr. Kleber's tone is reasonable, honest and low-keyed, the information will appeal to a wide listening audience. The two programs which include statements by young drug users are excellent since they provide voices and experiences with which the audience can identify. Dr. Kleber also makes some important statements about drug education, about the difficulty of legislating drug use out of existence, and about the need for healthy alternatives to drug use.

Some reviewers feel that two minutes is too long, perhaps because the information is informally presented.

EVALUATION: SOME THINGS YOU ALWAYS WANTED TO KNOW...

TITLE:	Some Things You Always Wanted To Know About Drug Abuse
MEDIUM:	3 long playing records
DETAILS:	33-1/3 rpm
PRODUCER:	Jointly by Department of Defense; Department of Health, Education, and Welfare; Department of Justice; Department of Labor; Office of Economic Opportunity; and White House Special Action Office for Drug Abuse Prevention
YEAR:	1971
AUDIENCE:	Young people and adults
PUBLIC SERVICE PROGRAM?	Yes
RESTRICTIONS:	None
COST:	None
SOURCE:	National Audiovisual Center (GSA) Washington, D. C. 20409

SUMMARY: The panel evaluated two records in this set, which uses a straight question-and-answer format. Thirty-nine questions are answered on one record, and 30 on the other. Professionals provide answers to questions about pharmacological properties and effects of sedatives, heroin, and marihuana, and also about people who use these substances. In addition, they address themselves to general inquiries such as why drugs are abused, what a parent can do for a child who is abusing drugs, and what could make a real impact on the drug problem.

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SCIENTIFIC EVALUATION: The record presents some opinions about the relationship between personality and drug use which have not been established as fact. An example is the implication that only immature people experiment with marihuana. The record also implies a cause and effect relationship between marihuana and harder drugs which has not been proved.

OTHER COMMENTS/SUGGESTIONS FOR USE: One of the panelists feels that this record is counter-productive; that is, instead of alleviating parental anxiety it could create more parental anxiety by providing no answer except, "It's a problem." The tone of the record is seen as authoritarian, and the pace, slow. The panelists find it dull, and feel that young people could not relate to it in any way.

WLEE, RICHMOND, VIRGINIA

WLEE Radio in Richmond, Virginia, undertook a short-term public service campaign on drug abuse in February, 1972. The station prepared a series of 40 spots which were aired 12 times daily during that month. Included in the spots was the telephone number of the Richmond Drug Information Center. An immediate result of the broadcasts was that the number of phone inquiries at the Center tripled during the time the ads were being run.

Further information on WLEE's program can be obtained from Mr. Bob Canada, WLEE Radio, P. O. Box 8477, Richmond, Virginia 23226.

ABOUT THE EVALUATIONS

The reviews of broadcast materials presented in Tune In are the work of an independent panel representing a broad range of professions and opinions related to drugs and drug use. These reviews thus represent neither an endorsement nor a criticism of the materials by the Federal government.

EVALUATIONS: AOA ANNOUNCEMENT

TITLE:	American Osteopathic Association Public Service Announcement
MEDIUM:	16 mm color film
DETAILS:	Length, one minute
YEAR:	1970
AUDIENCE:	Teenage
PUBLIC SERVICE PROGRAM?	Yes
RESTRICTIONS:	None
COST:	None
SOURCE:	American Osteopathic Association, Department of Public Relations, 212 East Ohio Street, Chicago, Illinois 60611

SUMMARY: The panel viewed one program (Sequete). This spot features a counseling center operated by ex-drug users. The film shows young people entering the center while the narrator talks about overcoming drug habits. He ends with, "If they want to, sooner or later most people who experiment with drugs come to realize the reasons for taking drugs are greatly over-shadowed by the physical and mental demands of their habit. If that is where your head is now and you would like to get off what you're on, find the closest place to get help. Your physician or local health department can tell you who to contact."

SCIENTIFIC EVALUATION: There were no scientific inaccuracies. However, the film assumes that doctors and health departments know where to refer people with drug problems. This is not always true.

OTHER COMMENTS/SUGGESTIONS FOR USE: This program succeeds moderately well. Through the free clinic setting it makes people aware of existing drug problems and the availability of a specific type of help. Young people could relate to the crisis center operation, though not to the referral to a doctor.

However, the quality of the film is poor and the pace is sometimes slow.

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